

INNOVATION AND CREATIVITY IN ENHANCING COMPETITIVE ADVANTAGE AMONG INDIGENOUS ENTREPRENEURS IN NIGERIA: A STUDY OF LOKOJA METROPOLIS

¹ADEMU, Yunusa

Tel: 08067094775, 08085294353 Mail:

ademu881@gmail.com

Department of Business Administration

Faculty of Management Sciences, Prince Abubakar Audu University, Anyigba, Kogi State

ADEJOH, Matthew Isaiah

Tel: 08035924557 Mail:

adejohisaeh@gmail.com

Department of Business Administration

College of Management and Social Sciences, Salem University, Lokoja, Kogi State.

Abstract

This study examined innovation and creativity in enhancing competitive advantage among indigenous entrepreneurs in Nigeria, using Lokoja Metropolis as a case study. The specific objectives were to: (i) assess the effect of innovation on competitive advantage among indigenous entrepreneurs, and (ii) determine the influence of creativity on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis. A descriptive survey research design was adopted, while the population of the study comprised of 667 indigenous entrepreneurs operating within Lokoja Metropolis. A sample size of 250 respondents was selected using simple random sampling technique to ensure equal representation. Data were collected using a structured questionnaire, and the data obtained were analyzed using multiple regression analysis with the aid of Statistical Package for Social Sciences (SPSS version 25.0). The findings revealed that both innovation and creativity have significant positive effects on competitive advantage among indigenous entrepreneurs, indicating that businesses that embrace innovative practices and creative strategies tend to perform better and remain competitive in the market. The study concluded that innovation and creativity are critical drivers of sustainable competitive advantage in indigenous enterprises. It was recommended that indigenous entrepreneurs should continuously invest in innovative ideas, adopt creative problem-solving approaches, and engage in skills development training to enhance their competitiveness in an increasingly dynamic business environment.

Keywords: Innovation, Creativity, Competitive Advantage, Indigenous Entrepreneurs, Entrepreneurship, Nigeria, Lokoja Metropolis.

1.0 Introduction

Innovation and creativity have emerged as fundamental drivers of business success in today's highly competitive and rapidly changing economic environment, where entrepreneurs must continuously adapt to survive and grow. Indigenous entrepreneurs in Nigeria operate within a challenging business landscape characterized by limited access to finance, intense market competition, fluctuating consumer preferences, and rapid technological advancement, all of which demand strategic responsiveness and adaptability (Ojo et al., 2017). In this context, the ability to generate new ideas, improve existing products and services, and implement innovative business models becomes essential for sustaining business operations and achieving long-term growth. Through innovation and creativity, entrepreneurs are able to distinguish their businesses from competitors, enhance operational efficiency, and deliver greater value to customers. These capabilities not only strengthen market positioning but also improve responsiveness to environmental changes, thereby ensuring sustained competitive advantage in an increasingly complex and dynamic marketplace (Omede & Aghanenu, 2021).

In Lokoja Metropolis, indigenous entrepreneurs serve as key contributors to local economic development through the establishment and operation of small and medium-scale enterprises, which provide employment opportunities, stimulate income generation, and support community livelihoods (Okoi et al., 2022). Despite their importance, many of these businesses face significant challenges in sustaining a strong market position, largely due to low levels of innovation and the absence of well-developed creative strategies that could enhance their competitiveness. The inability to consistently introduce new ideas, improve service delivery, and adapt to changing market conditions often limits their growth potential and exposes them to intense competition from more innovative firms. Consequently, understanding the relationship between innovation, creativity, and competitive advantage becomes crucial for improving the performance and sustainability of indigenous entrepreneurs in the area (Akpa et al., 2024). This study, therefore, examines the extent to which innovation and creativity enhance competitive advantage among indigenous entrepreneurs in Lokoja Metropolis, Nigeria.

The study addressed the following research questions:

- i. To what extent does innovation influence competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State?
- ii. How does creativity affect competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State?

The broad objective of the study is to examine Innovation and Creativity in Enhancing Competitive Advantage among Indigenous Entrepreneurs in Nigeria: A Study of Lokoja Metropolis. The specific objectives are to:

- i. To examine the effect of innovation on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.
- ii. To determine the influence of creativity on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

The research aimed to test the following hypotheses:

H₀₁: Innovation has no significant effect on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

H₀₂: Creativity has no significant effect on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

2.0 Review of Related Literature

Concept of Innovation

Innovation is a dynamic and systematic process that involves not only the generation of novel ideas but also their effective application to create tangible value and address real-world problems. Unlike mere creativity, which focuses on ideation, innovation emphasizes the practical execution, scalability, and measurable outcomes of those ideas within specific contexts. It encompasses both incremental improvements to existing products, services, and processes, as well as radical transformations that introduce entirely new ways of operating, by fostering efficiency, enhancing productivity, and improving quality, innovation strengthens organizational performance and societal advancement (Fasanmi et al., 2025). Moreover, it serves as a critical driver of competitive advantage, enabling firms and individuals to respond proactively to rapidly evolving technological developments and market conditions. In a broader sense, innovation facilitates adaptability, resilience, and continuous improvement, which are essential for survival in a knowledge-driven global economy (Iherobiem & Sanusi, 2024). Ultimately, it underpins sustainable economic growth, supports long-term development, and contributes significantly to improved standards of living.

Creativity

Creativity is a complex cognitive and intellectual capacity that involves the generation of original, meaningful, and contextually relevant ideas through imaginative and divergent thinking processes. It extends beyond mere artistic expression to encompass the ability to synthesize existing knowledge, experiences, and diverse perspectives into innovative concepts that can address practical challenges and opportunities (Ritter & Mostert, 2017). Creativity thrives on curiosity, open-mindedness, and a willingness to question established norms, thereby promoting flexibility in thought and adaptive problem-solving. In both organizational and societal contexts, it functions as a critical precursor to innovation by enabling individuals to recognize gaps, envision possibilities, and develop novel solutions (Effiom & Edet, 2020). Furthermore, creativity enhances critical thinking, supports continuous learning, and fosters resilience in the face of change, making it an indispensable skill for personal development and professional effectiveness in an increasingly dynamic and knowledge-driven world.

Competitive Advantage

Competitive advantage is a strategic concept that denotes an entity's capacity to consistently outperform competitors by delivering superior value to customers or achieving lower operational costs through distinctive capabilities and resources. It is rooted in the possession and effective utilization of rare, valuable, and inimitable assets such as advanced technology, innovative practices, strong brand equity, or efficient cost structures that competitors find difficult to replicate (Fletcher & Benveniste, 2022). This advantage enables

firms to secure a stronger market position, enhance profitability, and maintain customer loyalty within highly competitive and rapidly changing environments. Sustaining competitive advantage requires continuous innovation, strategic flexibility, and proactive adaptation to market dynamics, as well as effective alignment of internal competencies with external opportunities. Ultimately, it functions as a critical determinant of long-term organizational performance, growth, and sustainability in both local and global markets (Medina, 2024).

Indigenous Entrepreneurs

Indigenous entrepreneurs are business owners who operate primarily within their local environments, leveraging indigenous knowledge systems, cultural heritage, and readily available local resources to establish and grow enterprises that generate economic value. They are often engaged in small and medium-scale businesses that serve as key drivers of grassroots economic development, employment creation, and poverty alleviation in their communities. Their entrepreneurial activities are deeply shaped by socio-cultural norms, traditions, and local realities, which influence their management styles, innovation strategies, and decision-making processes. While rooted in indigenous practices, they also adapt to contemporary business trends and market demands in order to remain competitive and sustainable (Kalu & Dana, 2021). In addition, indigenous entrepreneurs play a significant role in preserving cultural identity and traditional knowledge while contributing to modernization and economic transformation. Through their efforts, they promote economic self-reliance, reduce dependence on external systems, and foster inclusive and sustainable community development (Okolie et al., 2021).

The effect of innovation on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

Innovation has a significant effect on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis, Kogi State, as it enables them to improve products, services, and business processes in ways that differentiate them from competitors. Through innovation, indigenous entrepreneurs are able to adapt local resources creatively, develop unique offerings, and respond effectively to changing customer preferences within the market, this enhances efficiency, reduces production costs, and improves product quality, thereby increasing customer satisfaction and loyalty (Onwuegbuzie & Mafimisebi, 2021). Innovation also allows entrepreneurs to adopt new technologies and modern business practices, which strengthens their market positioning and visibility in a competitive environment. Furthermore, it promotes flexibility and adaptability, enabling small businesses to survive economic uncertainties and market fluctuations common in local economies. Innovative practices such as improved marketing strategies, product diversification, and service enhancement contribute directly to business growth and sustainability (Omeihe et al., 2021).

The influence of creativity on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

Creativity has a strong influence on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis, Kogi State, as it enables them to develop unique ideas, products and business approaches that

distinguish them from competitors. Through creative thinking, entrepreneurs are able to transform locally available resources into innovative goods and services that appeal to customer needs and preferences, this originality enhances brand identity, attracts customer attention, and increases market demand, thereby strengthening business performance (Setyaningrum & Muafi, 2022). Creativity also supports problem-solving by helping entrepreneurs find new ways to overcome operational challenges, resource limitations, and market competition. In addition, it encourages flexibility and adaptability, allowing indigenous entrepreneurs to respond effectively to changing consumer trends and economic conditions, by applying creative strategies in marketing, product design, and service delivery, entrepreneurs are able to improve customer satisfaction and loyalty (Nafiu et al., 2023).

Measurement of Competitive Advantage among Indigenous Entrepreneurs

The measurement of competitive advantage among indigenous entrepreneurs refers to the various ways through which the performance and market strength of indigenous businesses can be assessed in relation to their competitors. It involves evaluating key indicators that reflect how well entrepreneurs are able to create value, attract customers, and sustain their operations in a competitive environment (Gobena & Kant 2022). These measurements include both financial and non-financial factors such as profitability, market share, customer satisfaction, innovation, and business growth.

- i. **Profitability Performance:** One key measure of competitive advantage among indigenous entrepreneurs is profitability, which reflects the ability of a business to generate returns above its costs. Higher profit levels indicate that an entrepreneur is effectively managing resources, pricing products appropriately, and attracting sufficient customers. Among indigenous entrepreneurs, profitability can be assessed through net income, return on investment, and revenue growth. When a business consistently records higher profits compared to competitors, it demonstrates a strong competitive position in the market.
- ii. **Market Share:** Market share is another important indicator used to measure competitive advantage, as it shows the proportion of total customers or sales an entrepreneur controls within a specific market. Indigenous entrepreneurs with increasing market share are seen as more competitive because they are able to attract and retain more customers than rivals. This may result from better product quality, effective marketing strategies, or stronger customer relationships. A growing market share reflects improved business visibility and dominance in the local economy.
- iii. **Customer Satisfaction and Loyalty:** Customer satisfaction and loyalty are critical nonfinancial measures of competitive advantage. Indigenous entrepreneurs who consistently meet or exceed customer expectations are more likely to retain repeat buyers and gain referrals through word-of-mouth. High levels of satisfaction indicate that the business is delivering value through quality products, good service delivery, and fair pricing. Loyal customers reduce marketing costs and provide stability, thereby strengthening long-term competitiveness.
- iv. **Innovation and Product Differentiation:** Innovation and product uniqueness are also used to measure competitive advantage among indigenous entrepreneurs. Businesses that introduce new or improved

products, services, or processes tend to stand out in the marketplace. This differentiation allows them to meet specific customer needs more effectively than competitors. Indigenous entrepreneurs who innovate are better positioned to respond to market changes and create unique value propositions that enhance their competitiveness.

- v. **Business Growth and Sustainability:** Business growth and sustainability serve as long-term indicators of competitive advantage, growth can be measured through expansion in business size, increased number of employees, or entry into new markets. Sustainability reflects the ability of the business to survive and remain profitable over time despite environmental and economic challenges. Indigenous entrepreneurs who maintain steady growth and long-term survival demonstrate strong competitive advantage, as they are able to adapt, innovate, and remain relevant in a dynamic business environment.

Theoretical Framework

Schumpeterian Theory of Innovation

A relevant theoretical framework for this study is the Schumpeterian Theory of Innovation, propounded by Joseph Alois Schumpeter in 1934. The theory emphasizes that innovation is the central driver of economic development and entrepreneurial success, arguing that entrepreneurs create competitive advantage through “creative destruction,” which involves introducing new products, new production methods, new markets, and new forms of organization that replace outdated systems. In relation to innovation and creativity in enhancing competitive advantage among indigenous entrepreneurs in Nigeria, the theory explains that entrepreneurs who consistently apply creativity in generating new ideas and innovation in transforming those ideas into marketable products or services are able to outperform competitors. This process enables indigenous entrepreneurs to differentiate their businesses, reduce production costs, improve efficiency, and respond effectively to changing consumer needs. Schumpeter further argues that such innovative activities disrupt market equilibrium and position innovative entrepreneurs ahead of others, thereby giving them sustained competitive advantage in dynamic and competitive environments like Nigeria's small and medium enterprise sector.

Empirical Review

The effect of Innovation on Competitive Advantage among Indigenous Entrepreneurs in Lokoja Metropolis Kogi State.

Ojo et al. (2025), Assess the Influence of Innovation Strategy in Enhancing Competitive Advantage: Evidence from the Soft Drinks Industry in Lagos State, Nigeria”. using a survey research design. A sample size of 356 employees was drawn from a total population of 1,153 staff using stratified random sampling technique. Data were collected using structured questionnaires, while descriptive and inferential statistics (simple linear regression) were used for analysis. The study employed SPSS version 25.0 for data analysis. Findings revealed that innovation strategy has a significant positive effect on competitive advantage, accounting for improved customer satisfaction, market expansion, and profitability. The study concluded that firms that adopt innovation strategies are more likely to achieve sustainable competitive advantage. It recommended that

indigenous firms should continuously invest in technological and marketing innovations to remain competitive in the market.

Nimfa et al. (2021) examine “the Impact of Innovation Competitive Advantage on Product Quality for Sustainable Growth among SMEs in Jos Plateau State, Nigeria.” using a survey research design. A sample size of 300 SME owners was selected through simple random sampling from a population of registered SMEs. Data were collected using questionnaires and analyzed using Structural Equation Modeling (SEM) and regression analysis, with the aid of SPSS version 24.0. The study found that innovation capability has a strong positive influence on competitive advantage, particularly through improved product quality and customer satisfaction. The study concluded that innovation is a critical driver of sustainable competitive advantage among indigenous entrepreneurs. It recommended that SMEs should invest in research and development and adopt modern technologies to improve competitiveness.

The influence of Creativity on Competitive Advantage among Indigenous Entrepreneurs in Lokoja Metropolis Kogi State.

Abdulrahman and Sani (2023), conduct a study titled “Creativity and Competitive Advantage among Small and Medium Enterprises in Lokoja Metropolis, Kogi State, Nigeria.” Using a descriptive survey research design. The population of the study consisted of 320 registered SMEs in the metropolis, from which a sample size of 180 respondents was selected using simple random sampling technique. Data were collected through structured questionnaires. The study employed descriptive statistics and simple linear regression analysis, with the aid of SPSS version 26. Findings revealed that creativity has a significant positive effect on competitive advantage through product differentiation, improved customer satisfaction, and innovation in service delivery. The study concluded that creativity is a key driver of sustainable competitive advantage among indigenous entrepreneurs. It recommended that SME owners should encourage idea generation and creative thinking among employees to improve market competitiveness.

Okeke and Yusuf (2022), conduct a study titled “Influence of Entrepreneurial Creativity on Competitive Advantage of SMEs in Lokoja, Kogi State,” investigated the relationship between creativity and competitive advantage among indigenous business owners. The study adopted a cross-sectional survey design. The population comprised 275 SMEs operating within Lokoja metropolis, and a sample size of 160 was selected using stratified random sampling technique. Data were gathered using a structured questionnaire and analyzed using multiple regression analysis and correlation analysis. SPSS version 23 was used for data processing. The findings showed that entrepreneurial creativity significantly enhances competitive advantage by promoting product uniqueness and effective problem-solving. The study concluded that creative capability is essential for SMEs survival and growth in a competitive market environment. It recommended that entrepreneurs should invest in training programs that enhance creative thinking and problem-solving skills.

Literature Gap

A key literature gap in the study of innovation and creativity in enhancing competitive advantage among indigenous entrepreneurs in Nigeria is that most existing studies have largely examined innovation and creativity as separate constructs without adequately integrating them into a unified explanatory model of

competitive advantage, particularly within localized entrepreneurial contexts such as indigenous SMEs. For instance, Okoli, Moneme and Adani (2024) focused on innovative practices and competitive advantage among SMEs in Awka, Anambra State, and established a positive relationship between innovation and competitive advantage but gave limited attention to the role of creativity as a distinct but complementary driver of innovation outcomes, thereby leaving a conceptual gap in understanding how creativity specifically translates into competitive advantage.

Similarly, Nimfa et al. (2021) investigated innovation capability and sustainable growth of SMEs in Nigeria and found that innovation improves product quality and performance, yet the study did not deeply explore the mediating role of creativity in shaping innovative outcomes or how indigenous entrepreneurial creativity contributes uniquely to market differentiation in competitive environments. Furthermore, studies such as those by Ojo et al. (2025) concentrated on innovation strategies and firm competitiveness in Lagos State, emphasizing technological and marketing innovation but largely ignoring informal indigenous entrepreneurs who rely more on creativity-driven, resource-constrained innovation rather than structured corporate innovation systems. This reveals a contextual gap, as most empirical works are concentrated on formal or manufacturing SMEs in urban-industrial settings, with limited focus on indigenous entrepreneurs in developing local markets where creativity is often the primary survival tool. Therefore, there remains a clear gap in literature regarding how creativity interacts with innovation to enhance competitive advantage among indigenous entrepreneurs in Nigeria, especially within informal and semi-formal business environments.

3.0 Methodology

Descriptive research design was used by the investigator. This was because descriptive research design aims at exploring opinion of a given population on existing practices and conditions. Primary source of data was used to elicit information for the study. The data analysis was collected in respect of the bio-data using percentage and the research questions using mean ratings (descriptive statistics). The study population consists of 938,740 operators of Kogi State Small & Medium-Sized Businesses. Random sampling, a technique that gives each subject in a population an equal chance of showing up in the selection, was used to calculate the sample size. Since we are not going to study the whole population, the sample size was drawn statistically by applying Taro Yamane formula of (1964) as follows. Test of hypotheses is done using multiple regression analysis as the major technique with the aid of SPSS version 25.0.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size N = Actual
 population e = Level of significance
 (0.05)

1 = constant

$$n = \frac{667}{1 + 667(0.0025)}$$

$$n = \frac{667}{1 + 1.6675}$$

$$n = \frac{667}{2.6675} = 250$$

Therefore, the sample size for this study is 250

4.0 Data Analysis and Discussion of Findings

In analyzing the data, Two Hundred and Fifty copies of questionnaires (250) were distributed to the respondents and Two Hundred and Forty-Five (244) copies were returned while six (6) were not return. Therefore, a total number of returned questionnaire (244) was used for the analysis.

Testing of Hypotheses

H₀₁: Innovation has no significant effect on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

H₀₂: Creativity has no significant effect on competitive advantage among indigenous entrepreneurs in Lokoja Metropolis Kogi State.

Table 1: Model Summary

Std. Error of the

Model	R	R Square	Adjusted R Square	Estimate
1		.855 ^a	.732	.730
				.49372

a. Predictors: (Constant), Innovation, Creativity

Table 1 shows how well innovation and creativity explain competitive advantage in the model. The R value (0.855) indicates a very strong positive relationship between the independent variables (innovation and creativity) and the dependent variable. The R Square (0.732) means that about 73.2% of the changes in competitive advantage are explained by innovation and creativity, which is quite high. The Adjusted R Square (0.730) is almost the same, showing that the model is reliable even after adjusting for the number of variables used. The Standard Error of the Estimate (0.49372) is relatively low, meaning the predictions made by the model are close to the actual values. Overall, the result suggests that innovation and creativity strongly and reliably influence competitive advantage.

Table 2: Analysis of Variance (ANOVA^a)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.273	2	80.137	328.749	.000 ^b
	Residual	58.747	241	.244		
	Total	219.020	243			

a. Dependent Variable: Competitive Advantage of Indigenous Entrepreneurs

b. Predictors: (Constant), Innovation, Creativity

Table 2 presents the ANOVA results, which show whether the model is statistically significant. The F-value (328.749) is very high, and the significance level (Sig. = 0.000) is less than 0.05, indicating that the model is statistically significant. This means that innovation and creativity together have a strong effect on the competitive advantage of indigenous entrepreneurs. The regression sum of squares (160.273) is much higher than the residual sum of squares (58.747), showing that most of the variation in competitive advantage is explained by the model rather than by random error. Overall, the result confirms that the model is reliable and that innovation and creativity significantly influence competitive advantage.

Table 3: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.099	.095		1.046	.297
	Innovation	.463	.055	.461	8.361	.000
	Creativity	.435	.054	.441	8.001	.000

a. Dependent Variable: Competitive Advantage of Indigenous Entrepreneurs

Table 3 shows how innovation and creativity individually affect competitive advantage of indigenous entrepreneur. The constant (0.099) is not significant because its p-value (0.297) is greater than 0.05, meaning it has no meaningful effect on its own. However, innovation has a coefficient of 0.463 with a p-value of 0.000, and creativity has a coefficient of 0.435 with a p-value of 0.000; both are less than 0.05, showing that they are statistically significant. This means that both innovation and creativity have a positive and important influence on competitive advantage of indigenous entrepreneur. The beta values (0.461 for innovation and 0.441 for creativity) indicate that innovation has a slightly stronger effect than creativity. Overall, the result suggests that increasing innovation and creativity will lead to higher competitive advantage among indigenous entrepreneurs.

Discussion of Finding

The result of the test in research hypothesis one, using regression analysis at 5% level of significance resulted in our rejecting the null hypothesis (H_0) the researcher gathered that, innovation has a strong and significant positive effect on the competitive advantage of indigenous entrepreneurs in Lokoja Metropolis, Kogi State. The results showed that innovation contributes greatly to improving business performance, helping entrepreneurs to differentiate their products and services, respond better to market changes, and gain a competitive edge.

This finding also support the view of (Juliana et al., 2021) who affirmed that, innovation is a key predictor of competitive advantage, with a high level of significance, indicating that businesses that adopt innovative practices are more likely to succeed and remain competitive. Therefore, the study concludes that enhancing innovation among indigenous entrepreneurs will lead to improved competitiveness and business growth.

The finding in research hypothesis two shows that, creativity has a strong and positive influence on the competitive advantage of indigenous entrepreneurs in Lokoja Metropolis, Kogi State. It showed that entrepreneurs who are able to think in new ways, generate unique ideas, and design attractive products or services are more likely to stand out from competitors and attract more customers. This finding agreed with the view of (Raimi & Yusuf, 2020) who opined that creativity is statistically significant, meaning it has a real impact on business success. Therefore, the study concludes that improving creativity among indigenous entrepreneurs will enhance their competitiveness, increase their market share, and support business growth.

5.0 Conclusion and Recommendations

In conclusion, innovation and creativity play a vital role in enhancing the competitive advantage of indigenous entrepreneurs in Nigeria. The study shows that entrepreneurs who adopt new ideas, improve their products and services, and apply creative thinking are better able to compete in the market, attract customers, and achieve business growth. Both innovation and creativity were found to have significant positive effects on competitive advantage, making them essential tools for success in a dynamic business environment. Therefore, promoting innovative practices and encouraging creative thinking among indigenous entrepreneurs will help strengthen their competitiveness, ensure sustainability, and contribute to overall economic development in Nigeria.

The study recommends that:

- i. Indigenous entrepreneurs in Lokoja Metropolis should be encouraged to adopt innovative practices by investing in new technologies, improving product quality, and exploring new ways of meeting customer needs. Government and relevant agencies should support this by providing access to funding, training programs, and innovation hubs that can help entrepreneurs develop and implement new ideas, this will strengthen their ability to compete and improve overall business performance.
- ii. Entrepreneurs should also be supported to enhance their creativity through continuous learning, skill development, and exposure to new business ideas. Workshops, mentorship programs, and collaborative networks can help them think more creatively and develop unique products and

services, by promoting creativity, indigenous entrepreneurs will be better positioned to stand out in the market, attract more customers, and achieve sustainable growth.

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